

**Long Range Plan  
for the  
Transylvania County Library**

**FY 2012 – 2017**



**February 2012**

## **Mission Statement**

The Transylvania County Library is committed to offering our community the opportunity to thrive by providing high quality programming, resources, and customer service.

## **Vision Statement**

Over the next five years, the Transylvania County Library will focus on:

- Encouraging recreational reading and self-motivated education
- Creating and nurturing young readers
- Supporting access to electronic resources and technology
- Exploring local history and genealogy, and
- Providing a comfortable and welcoming environment.

## **ENCOURAGE SELF-MOTIVATED EDUCATION AND STIMULATE IMAGINATION**

**Goal 1: Teens and adults will have a wide array of programs, services, and materials related to exploring their interests, expanding their knowledge, and meeting their recreational and cultural needs.**

### **Objectives:**

- Objective 1.1  
Every year, staff will offer at least 10 programs and services targeting the recreational, educational, and cultural interests of middle school and high school aged youth.
  
- Objective 1.2:  
Every year, staff will offer at least 10 programs and services targeting the recreational, educational, and cultural interests of working adults.
  
- Objective 1.3  
By the end of FY 2013, a library staff team will have in place a comprehensive communications plan to promote and advertise library resources, services, and programs.
  
- Objective 1.4:  
  
By the end of FY 2013, in order to encourage an increase in circulation and program attendance, the library will implement a comprehensive plan to spotlight the library's collections.

- Objective 1.5:

At least once in the five-year planning period, the library will conduct a broad survey with age group analysis to determine the library needs of the community.

- Objective 1.6:

By the end of FY 2013, the library will establish at least three patron advisory panels for various age groups in order to obtain information from users about the collection and ways to better communicate library information to a broad range of patron ages.

**Representative activities:**

- By the end of FY 2013, the library will revise its materials selection policy.
- Library staff will regularly evaluate sections of the collection for currency, quality, and responsiveness to patron recommendations.
- Examine ways to improve communications with the high schools.
- Assure that staff is appropriately trained in order to achieve the objectives.

## **CREATE YOUNG READERS**

**Goal 2: Young children ages five and under will have programs, services, and resources designed to prepare them to succeed in school and to be self-motivated learners.**

### **Objectives:**

- **Objective 2.1:**  
Annually, the library will conduct four workshops for parents of children ages birth to five, preschool teachers, and child care center caregivers, with the aim of establishing the opportunity to receive instructional programming and printed materials related to their roles in the development of a child's pre-reading skills.
- **Objective 2.2:**  
During the period of time covered by the strategic plan, the library will continue to offer 16 early and emergent literacy programs per quarter for ages five and under and will integrate parent education about the development of pre-reading skills within these programs. The library will offer at least two of these programs per quarter on Saturdays.

### **Representative activities:**

- Create handouts for parents listing the six pre-reading skills with suggested activities to aid in the development of the skills.
- Continue to add Batty for Books themed kits for preschoolers to our collection.
- Assure that staff is appropriately trained in order to achieve the objectives.

## CREATE YOUNG READERS

**Goal 3: Students will have the programs, services, and resources needed to help them improve their literacy skills.**

### **Objectives:**

- Objective 3.1:  
Annually, the library will provide opportunities to improve literacy skills by offering at least 10 programs and adding at least 25 new resources to the collection.
- Objective 3.2:  
Library staff will meet annually with the head of curriculum and instruction for grades K-8 to discuss common goals, with the aim being to offer two curriculum related programs annually.

### **Representative activities:**

- Enhance service to students by building an intentional and responsive relationship between Youth Services and local school administrations/faculties.
- Expand collection of high interest/low level materials and create bibliographies of these.
- Introduce students to digital content and technologies.
- Provide parents of reluctant readers and writers with support material.
- Assure that staff is appropriately trained in order to achieve the objectives.
- Raise parents' awareness of readers' advisory tools.

## NAVIGATE THE ONLINE WORLD

**Goal 4: Library users will have access to electronic resources and technologies to develop skills for effective use of those resources.**

### **Objectives:**

- Objective 4.1:  
By the end of FY 2017, the library will provide 10 wireless devices for use by the public in the library.
- Objective 4.2:  
By the end of FY 2013, the public access catalog (PAC) will be enhanced to a more user-friendly function and design.
- Objective 4.3:  
Monthly, the library will offer at least three types of instruction relating to the use of the library's digital resources and to the technological needs and interests of the community.

### **Representative activities:**

- Continue to offer one-on-one help to individuals using the library's electronic resources and technologies.
- Teach NCDigital Library class.
- Review website for content, clarity, and ease of use.
- Explore wireless Web access for the bookmobile.
- Explore ways to "open" the library's Wi-Fi network.
- Continue to monitor the library's bandwidth use.
- Use Google Analytics to gather data on the use of the library website.

- Gather feedback from website users and adapt the design of the website based on user comments.
- Explore creating an education component for the website.
- Assure that staff is appropriately trained in order to achieve the objectives.

## EXPLORE LOCAL HISTORY AND GENEALOGY

**Goal 5: Library users will have the programs, services, and resources needed to explore their genealogy and the history and traditions of the community.**

### **Objectives:**

- Objective 5.1:  
Library staff will digitize and make available through Digital NC 200 photographs per year.
- Objective 5.2:  
The number of hits to the local history Website will increase by 5 per cent annually.
- Objective 5.3:  
Library staff will provide four locally-focused programs per year.
- Objective 5.4:  
Library staff will meet quarterly with community representatives with the goal of identifying and preserving local history materials.

### **Representative activities:**

- Update the local history room indexes on the library's website on a regular basis.
- Work with Adult Services to solicit local talent through quarterly exhibitions.
- Provide library programming for local groups as requested.
- Assure that staff and volunteers are appropriately trained in order to achieve the objectives.

## VISIT A COMFORTABLE PLACE

**Goal 6: Library users will enjoy an enriching, efficient, user-friendly, and welcoming environment.**

### **Objectives:**

- Objective 6.1:  
By the end of FY 2014, the amount of time required for library users to check out books will be reduced significantly.
- Objective 6.2:  
By the end of FY 2014, the number of items reported as missing on the public access catalog will be reduced by 50 per cent.
- Objective 6.3:  
By the end of FY 2013, the library will create and distribute an FAQ (Frequently Asked Questions) to explain Library policies, procedures and practices questioned by survey respondents.

### **Representative activities:**

- Explore rearranging some areas of the collection.
- Explore ways to improve signage and “quiet zone” enforcement to minimize noise.
- Hold periodic Wednesday morning meetings for staff to share expertise with one another.
- Create a staff development and communication plan.